



I rarely make a mistake -  
I pin my faith to DUCKWORTH'S.



# How to meet Competition.

## A Word to the Aerated Water Trade.

It is but to repeat a truism to say that we live in a competitive age, and nowhere is competition more acute than in the Mineral Water business. We deplore the fact that in far too many quarters the competition is devolving into a competition of price-cutting, rather than the more honourable form of Competition on Quality, which is the only form of competition calculated to win for Aerated Waters the abiding confidence of the public. Indiscriminate price-cutting is an insane policy, and is bound to re-act very seriously against the best interests of the trade. Beyond a certain point, prices cannot be cut without the sacrifice of Quality, and when Quality goes public confidence will soon go too, and the outlook then would be dismal and uninviting in the extreme. All the efforts of the past 20 to 30 years have been directed towards educating the public to look upon Aerated Waters as wholesome, well-flavoured and palatable beverages, and the more this effort is realised the more prosperous and honourable must the trade become.

The question has also a very personal side, and we strongly urge the individual makers to put "Quality" before everything else. Use the best Essences and materials you can procure, take a pride in your beverages, and put them before the public in an attractive form, and then, given average business ability and attention to detail, your business cannot fail to prosper, and you will win a reputation worth having, and you will also be able to command good prices for your goods.

"Quality" and Quality alone is the solid rock upon which to build, and if you build upon this rock the fiercest "price-and-quality-cutting" competition will only leave your position stronger than before. If anybody goes "down" it will not be you.

DUCKWORTH & Co.,

Old Trafford Essence Distillery,  
MANCHESTER.

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# Foamine.

Do not spoil an otherwise perfect Aerated Water by using inferior heading preparations, but use Duckworth's Concentrated Sea Foamine and ensure your drinks pouring out with a beautifully close, creamy, and lasting head as illustrated. It is the strongest and most economical preparation on the market, is guaranteed to be free from all injurious matter, and to be absolutely tasteless and colourless in all kinds of beers and beverages.







**YOU** will greatly improve the quality of your Soda Water by using only DUCKWORTH'S "CRYSTAL SPRING" SODA WATER SALTS. They produce a magnificent Soda Water full of life, which sparkles like crystal, and drinks with that bewitching "crispy zest," high-class finish and palate pleasure so appreciated by competent judges. A Soda Water fit for the gods.

N.B.—The great success of this preparation has led to numerous imitations being put on the market. Soda Water makers will do well to refuse all substitutes, and to use only the ORIGINAL, and unique article which is Duckworth's "Crystal Spring" Soda Water Salts, and which has done so much to foster the public demand for high-class Soda Water.





Champagne Cider still continues to be a very favourite flavour, producing as it does a charming aerated beverage with the delicious flavour of choice Devonshire Cider.



American Cream Soda, and all our other flavours for American Ice Cream drinks, make very attractive drinks which meet with considerable success.

Strongly recommended.



The fame of the Belfast Ginger Ales is world-wide, and all we need say is that our "Premier" Ginger Ale Extract enables anyone to produce a really high-class Ginger Ale, which drinks with that delightful nutty flavour and pleasant aromatic qualities so much admired in the Belfast waters.







THE finest Lemon trees in the world supply their  
choicest fruit from which

Duckworth's  
Triple Distilled  
Soluble . . .  
Essence of Lemon  
Extra quality

is made. By the aid of the most up-to-date machinery and our unique methods of manufacture the pure natural flavour and aroma of the fruit and flowers is retained in the most highly concentrated form, and this, in short, is the reason why the Lemonade made from this Essence is distinguished above all others by its entirely natural fruity flavour and delicacy of aroma, and why this Essence is the most extensively used brand on the market. It has very aptly been called "The Lemon that challenges the World!" and it is used by most of the leading firms.

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GUARANTEED TO BE THE VERY FINEST LEMON  
ESSENCE PROCURABLE ANYWHERE.

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NO CLOUDINESS, NO FERMENTATION, NO DEPOSIT  
WHERE THIS LEMON ESSENCE IS USED.



# The Drink to Drink

is the . . .

## Drink of Drinks. . .

This is Lime Juice and Soda made  
from Duckworth's Famous Essence.

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Be well advised and give Duckworth's Essence Lime Juice and Soda a trial, and after you have tested the beverage you will readily understand the reason for its tremendous popularity and world-wide success—it is not the success of a day, nor of a season, but of a generation, and it has already become a standard drink in the United Kingdom and most of the Colonies. The sales are simply enormous, and there is no Essence for a 'fancy' beverage which can be so thoroughly recommended as a quick seller and a new trade and money maker.

A liberal supply of Labels is given with all orders, and a free supply of Showcards with name printed on with first order for not less than a 7-lb. Winchester.









A GROUP OF  
SPLENDID LINES.

EVERYONE A LEADER AND A  
REPUTATION MAKER.



# DUCKWORTH & Co.,

Old Trafford Essence Distillery,  
MANCHESTER.

"I have tried your Essences and Colours, and I am very sorry that I have not had them before. I can honestly say that they have increased my sales at least 50 per cent. Your Essences greatly improve the quality of the drinks, and are in fact just the kind I've been on the look-out for for a long time. I'm happy now I've found them."

"Since we started to use your Essences our trade has increased by leaps and bounds. We order all your Essences through your Agents here at Christchurch, and consider them the best to be had."

"The American Cream Soda, Lime Juice and Soda, and Claret and Lemonade have sold remarkably well—in fact, our output increased considerably. The Essence Stone Ginger Beer, too, went splendidly, and is so cheap compared to others when one takes into consideration the small quantity per gallon."

"In writing to the firm from which I obtain my supplies, I am always mindful to ask for your brands as they suit me and this climate (Queensland) much better than other brands."

"I use your Soluble Essences, &c., and am well satisfied with them—there seems to be such a nice delicacy of flavour about them that is much appreciated."

"I may say that I am using your Ginger Ale, Lime Juice and Soda, Triple Distilled Ess. Lemon, Stone Ginger Beer and "Crystal Spring" Soda Water Salts, and am more than pleased."

**Convincing . . .  
Testimony is . . .  
that of Satisfied  
Customers. . .**

**Read these  
Clippings from  
Unsolicited  
Letters from  
all parts  
of the World.**

"I use your Essences and Oils, and can safely say they are the best on the market, and I think I have tried all others."

"I am very pleased with

everything, and hope ere long to send you another order."

"Most of the bottles on my shelves bear your Labels, and I am perfectly satisfied with all the Goods of your manufacture which I have used."

"I find your Essences the best in quality, and true to name, and always give satisfaction."

"I get your Essences from

Messrs. . . . .; they give me the greatest satisfaction, and I cannot speak too highly of them."

"We are well satisfied with your Goods—in fact, we use nothing else."

"Your productions are the best on the Australian market."





*A Customer writes :—*

“I well remember the beginning of my success as a Mineral Water Maker. I ordered a hamper of assorted Essences from Duckworth & Co., and determined to mix the syrups myself and take particular notice as to the quality of the drinks produced. I did so, and the improvement was most marked, indeed it was surprising. My trade at once began to increase and my continued success has been so satisfactory that I strongly recommend my brother Aerated Water Makers to place their orders with Duckworth & Co., whose Essences are always reliable and which I have proved to be far and away the best offered to the trade.”